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USDA'S REPORT TO CONSUMERS

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JUNE IS DAIRY MONTH

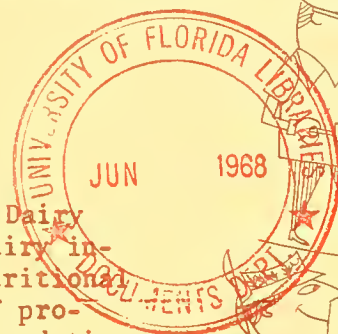
Anniversary Date. Celebrating the 32nd anniversary of Dairy Month, the U. S. Department of Agriculture joins the dairy industry in calling the attention of consumers to the nutritional value of milk and dairy products. Reaching the peak of production in June, dairy products can provide a better foundation for housewives to build their daily menus. Milk, often called "Nature's most nearly perfect food," is the basis of scores of different and delectable dairy products. A recent bulletin by the USDA, "Milk In Family Meals," contains information about milk, cream, ice cream and other frozen desserts. Home and Garden Bulletin No. 127 may be obtained for 15 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. Please include your zipcode.

CAREERS AHEAD

June Graduates. Job hunting? There is a growing need for scientific personnel to work in the agricultural and natural resources field, according to Assistant Secretary of Agriculture, George L. Mehren. He has suggested that colleges and universities adapt their curricula to meet these expanded needs especially for agricultural engineers. Opportunities are also available for conservation specialists, food inspectors, foresters, veterinarians, and biologists and naturalists concerned with wildlife, fish, parks and recreation, according to the USDA official.

TARGET DATE 2000

Soil Survey Data. Soils information that could save Americans hundreds of millions of dollars annually will be available by the year 2000, the target date for completion of soils mapping throughout the country, according to the U. S. Department of Agriculture. Soils information is already available on 685 million acres that have been mapped to date. The information enables individuals, planners, and developers to identify areas subject to flooding or where soil is not suitable for foundations, septic tanks, or sewage lagoons. It helps to identify and to plan corrective measures for critical erosion areas that cause sediment pollution. Sediment today costs Americans \$500 million each year in damages and clean up, according to USDA findings.



SAFE FOOD PROMOTION

Keep It Clean! Increase of emphasis on getting information to consumers and food handlers on methods of keeping foods clean has been recommended by the Animal and Animal Products Research Advisory Committee of the U. S. Department of Agriculture. The committee urges educational programs to homes, institutions and food handling establishments on ways of preventing salmonella and other harmful organisms from getting into the food. Also recommended was the establishment of a national research center for the development of new dairy products to offset the increasing competition of imitation milks and the declining consumption of some dairy products.

VACATION IDEAS?

Recreation Co-ops. Skiing, fishing, tennis, swimming, golf--you name it--are just a few of the sports you can enjoy through outdoor recreation co-ops. This new approach--via co-ops--to recreation is outlined in a guide the U. S. Department of Agriculture recently issued. Two types of recreation co-ops--user-controlled and resource-controlled--may be formed. User-controlled operate primarily for members' use at cost. Resource-controlled co-ops allow owners to develop and market recreation facilities and services for higher income and allows them to save money by buying supplies and services cooperatively. Publications outlining co-op recreational possibilities are available from the Farmer Cooperative Service, U. S. Department of Agriculture, Washington, D. C. 20250. Supply is limited. Please include your zipcode.

NEW CONTRACT UNDERWAY

Tomorrow's World. Hand harvesting may be on the way out! Scientists in California under a U. S. Department of Agriculture contract will study the current and potential use of fruit harvesting machinery. Most fresh fruits have been harvested by migrant workers in the past...but that is a long drawn out process. Labor for timely harvest is often not available now. Unless machinery is developed to harvest the crops economically, many fruits could disappear from the marketplace. Nearly all of the California processors now use machinery for harvesting cucumbers, potatoes, asparagus, and tomatoes. Farmers in California and Arizona are testing a machine to select and harvest mature lettuce. Other experimental crops slated for mechanical harvesting include snap beans, sweet corn, beets, carrots and peas. Tomorrow's world will see new packing methods as well as new cultivating practices, the USDA reports.

THE PERFECT PACKAGE

Break A Shell? The eggshell has been called the "perfect" package--but, it's breakable. The liability of cracked eggs is a profitable enterprise, according to reports by the U. S. Department of Agriculture. Eggs in liquid form have found ready markets. Liquid egg is a convenience for commercial bakers. Also, it is sold in dried and frozen forms. Many food processors buy only part of the product--such as yolk or white only.

IN RESEARCH

Cost-Saving Nu-House. Prospective home builders, take heart! A friend is at hand at the Forest Products Laboratory, of the U. S. Department of Agriculture's Forest Service Wood Engineering Center at Madison, Wisconsin. Scientists at the Laboratory have developed a new method of house-building that promises to save up to 15 percent, compared with costs of comparable construction. One important factor of this cost-saving is the use of five scientifically designed, factory produced component units for wall and roof. The units utilize low-cost lumber and feature a fiberboard diaphragm construction which both insulates from heat and cold and deadens noises. A full-size prototype house is being completed on the grounds of the Forest Products Laboratory to test the practicality of this system of construction. The Forest Research paper, "Construction of Nu-Frame Research House" (FPL) gives details of design, construction and cost-saving properties. A copy will be mailed on request to: Director, Forest Products Laboratory, P. O. Box 5130, Madison, Wisconsin 53705. Please include your zipcode.

THE FREEZE GOES ON

Would You Believe? About 11 billion pounds of frozen food was sold in 1967 in the United States. According to the U. S. Department of Agriculture, predictions are that 24.6 billion pounds of frozen food will be commercially produced by 1976. The small list of products not being frozen commercially are bananas, pears, tomatoes, lettuce and other salad greens. Food scientists are already working on solving the problems of those items. Research is underway on the new thaw pouch--similar to that already used for cooking some frozen vegetables. The new pouch would encourage more use of frozen fruits and berries within the home.

SURVEY ON MEATS

Nationwide Survey. Beef, followed closely by chicken, was rated the top favorite by homemakers in preliminary results of a recent survey issued by the U. S. Department of Agriculture in cooperation with the National Live Stock and Meat Board. Possible reasons for selecting beef as the most frequently eaten meat included their opinions that beef can be prepared in many ways and that it is tasty and digestible. About one-third of the homemakers said marketing price specials were usually an important factor in their meat-buying decisions. Most homemakers were hesitant about buying frozen meats. They preferred to buy fresh meats and freeze them at home.

PICK THE PLENTIFULS

June Best Buys. Milk and dairy products will be featured for the month of June. Other plentifuls will be eggs, vegetable fats and oils, and seasonal vegetables.

IMPROVE YOUR LIGHTING

How Bright the Light? Do you use a 150 watt bulb in your reading lamp? If you have a multiple socket you need three 60 watt bulbs according to research by the U. S. Department of Agriculture. If a floor lamp is used for prolonged reading or sewing it should have a bulb wattage of 200 or 300 watts. A swing arm on a floor lamp makes it possible to place light in the best position for studying or reading. A large floor lamp should measure 47 to 49 inches from the floor to the bottom of the shade. The "all about" lighting booklet, H&G Bulletin 138 called "Planning Your Home Lighting" is available from the Superintendent of Documents, U. S. Government Printing Office, Washington, D.C. 20402, for 20 cents. Please include your zipcode.

SUMMERTIME PROBLEMS

All That Glitters--is not gold. The good weather and warm sunshine that comes with summertime also brings problems. Chiggers are mites smaller than a dot and are found on lawns, parks and golf courses. If the pests get on you, they cause intense itching. A prompt soapy bath will reduce the itching. An illustrated bulletin, H&G 137 "Controlling Chiggers" is available for 10 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. Please include your zipcode.

READ THE LABEL!

To A Weed Killer: A rose is just another weed--to a weed killer. Herbicides are chemical weed killers that offer a convenient, effective way to rid lawns and gardens of unwanted, unsightly, and sometimes poisonous weeds. The most commonly used modern herbicides such as 2,4-D are highly selective and when used as directed will kill broad-leaf weeds without harming most grass varieties, according to the U. S. Department of Agriculture. However--they will damage many valued flowers, shrubs, trees and garden crops--if allowed to come in contact with them. Never spray or dust for weed control on a windy day when some of the herbicide might drift with the breeze onto your own--or your neighbor's--rosebush, dogwood tree, or bean patch. Also, for best results, apply the herbicide when the temperature is between 70 and 85 degrees, and when no rain is expected for several hours. In all cases, always read the label before every herbicide application, and follow all directions and precautions listed. For more information, request a copy of Home and Garden Bulletin No. 123, "Lawn Weed Control With Herbicides" by writing to the Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250. Please include your zipcode.

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